

Message Text

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PAGE 01 RIO DE 02134 121815Z

60

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/067 W

----- 130112

R 121750Z JUN 74

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 825

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 2134

COMMERCE PASS BIC/OED

E. O. 11652: N/A

TAGS: BEXP, BR

SUBJ: FOREIGN BUYER PROGRAM - U.S. TRADE SHOWS

REF: (A) STATE 109972

(B) SAO PAULO 1187

(C) RIO 804

(D) STATE 114770

1. WE CONCUR WITH SELECTION OF U.S. TRADE SHOWS INDICATED
REFTEL (B).

2. AS INDICATED REFTEL (C), RIO AND SAO PAULO CONSULATES HAVE
ACTIVELY SUPPORTED ATTENDANCE SEPTEMBER 1974 NMTBA SHOW IN
CHICAGO. OWING TO LIMITATIONS LOCAL RESOURCES, IT DOES NOT
APPEAR FEASIBLE TO UNDERTAKE PROMOTION EFFORT EQUAL TO THAT
DESCRIBED REFTEL (D) FOR TRADE SHOWS SO SOON AFTER NMTBA SHOW.
WE WILL, OF COURSE, PROVIDE COVERAGE IN COMMERCIAL NEWSLETTER
AND WILL MAKE LIMITED SUPPORT EFFORT THROUGH TRADE ASSOCIATIONS,
TRAVEL AGENTS, AIRLINES, ETC. MAIN EFFORT FOR THESE PROMOTIONS
MUST COME FROM INTERESTED TRAVEL AGENTS, WITH POSTS PROVIDING
BROCHURES.

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3. WE BELIEVE THAT FULL PROMOTIONAL SUPPORT SHOULD BE ACCORDED
TO A MAXIMUM OF TWO U.S. TRADE SHOWS PER YEAR, PREFERABLY
SPACED SIX MONTHS APART. CONSEQUENTLY, RIO AND SAO PAULO
PROPOSE THAT MAY 1975 NATIONAL COMPUTER CONFERENCE AND EXPOSITION
BE NEXT SHOW PROMOTED ALONG LINES OF COMMERCE FORMAT CONTAINED
REFTEL (D).
MILLER

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NNN

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Decaption Note:
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Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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